



BUSINESS PLAN · INDIA

Data & AI Consultancy

*Data engineering, analytics, ML & generative-AI - project + recurring managed-data,
premium expertise*

IT & TECH

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Data & AI Consultancy** in India — a specialist firm delivering data engineering, analytics & BI, machine-learning & AI solutions, and (increasingly) generative-AI & LLM applications for businesses. It helps clients turn data into insight & automation — building data pipelines, dashboards, ML models & AI products — earning project fees, recurring managed-data/MLOps retainers, and outcome/advisory income.

Data & AI is among the fastest-growing tech-services segments, with strong demand as businesses modernise data, adopt analytics, and race to deploy AI & generative-AI — while skilled data/AI talent is scarce & premium-priced. India serves domestic & global/export demand. A well-run consultancy with strong data/ML expertise, delivery & recurring engagements earns high-value, high-margin revenue in a booming market.

The promoter — a data/AI professional — seeks total funding of **₹18 lakh** (₹6.5 lakh promoter + ₹11.5 lakh working-capital/term finance, eligible under Mudra/CGTMSE; or angel if productising), targeting **₹50 lakh** revenue in Year 1 and **₹1.6 crore** by Year 3. (*High-value, expertise-driven services + recurring managed-data model; asset-light.*)

2. Business Description, Vision & Legal Structure

Concept: A data & AI consultancy turning clients' data into insight, automation & AI products - engineering, analytics, ML & GenAI.

Vision: To be a trusted data & AI partner helping businesses become data- & AI-driven.

Mission: Deliver reliable data platforms, analytics & AI solutions that create measurable business value.

Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for clients, export & scale.
- **Private Limited + DPIIT** — if building AI products/IP (equity/angel path).

Regulatory anchor: a data/AI consultancy is an expertise- & contract-driven services business — GST (export zero-rated LUT), IP/MSA/SOW contracts, strict data-governance & protection (DPDP; GDPR for EU data), responsible-AI & model-governance, and cloud/tool licensing. Certified expertise, delivery quality, recurring managed-data/MLOps & measurable value determine success; asset-light, with optional IP/product upside.

3. Promoter & Ownership

Led by a promoter with data-engineering, data-science or AI experience. Delivery uses data engineers, data scientists/ML engineers, BI analysts, and sales, plus cloud/ML platform tie-ups. Year-one ownership rests with the promoter; ownership and profit-sharing (and any product-IP/ESOP) are editable inputs.

4. Market Analysis — India & Global

Data & AI demand is booming — businesses modernise data, adopt analytics, and deploy ML & generative-AI, while skilled talent is scarce. India serves domestic & strong export/outsourced demand. Generative-AI adds a large new wave. The market rewards expertise, delivery, recurring managed-data/MLOps & demonstrable business value; premium rates prevail for scarce skills.

Demand drivers

- **Data modernisation & analytics** adoption.
- **AI/ML & generative-AI** race.
- **Scarce data/AI** talent (outsourcing).
- **MLOps & managed-data** demand.
- **Export/global** demand.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Data/AI services demand (India + export)	Very large & growing
SAM	Reachable clients in the firm's niche	Substantial
SOM (Yr 1-3)	Projects + managed-data clients	Scaling

Target segments

- Enterprises & SMEs (data/analytics).
- SaaS/tech & startups (ML/AI).
- BFSI, retail & healthcare (data-rich).
- Export/outsourced data & AI.

5. Competition & Competitive Advantage

Landscape: large data/AI firms, boutique consultancies, freelancers, and global players. The firm competes on expertise, delivery quality, recurring managed-data, niche & demonstrable value.

The firm's edge

- **Strong data/ML/AI expertise.**
- **Delivery & MLOps depth.**
- **Recurring managed-data.**
- **Domain/niche (BFSI/retail/health).**
- **Measurable business value.**

6. Services & Revenue Model

Service	Model	Basis
Data engineering & platforms	Project / T&M	Project (high value)
Analytics & BI	Project / retainer	Project + recurring
ML / AI / GenAI solutions	Project / product	High value
Managed data & MLOps	Monthly retainer	Recurring
Advisory & data strategy	Retainer / advisory	Recurring

Data/AI projects give high-value volume; managed-data/MLOps & advisory retainers give recurring, sticky revenue; AI products add IP upside. Scarce-expertise premium rates & recurring managed-data drive compounding, high-margin economics.

7. Go-to-Market — Marketing & Sales

- **Domain/niche** focus & case studies.
- **AI/GenAI** demand wave.
- **Cloud/ML-platform partnerships.**
- **Referrals, content & thought-leadership.**
- **Recurring managed-data** conversion.

Sales approach

Win data/AI projects via expertise & case studies → deliver measurable value → convert to managed-data/MLOps retainers → grow via referrals & niche. Value delivered & recurring managed-data drive high-value, compounding revenue.

8. Operations Plan

- **Base:** a consultancy office (or remote-first) with cloud & data/ML tooling.
- **Process:** discovery & data assessment → engineering/pipelines → analytics/ML/AI build → deploy & MLOps → manage, monitor & iterate.
- **Delivery & governance:** data quality & governance, responsible-AI/model governance, QA, security.
- **Tools:** cloud data platforms, ML/MLOps tools, BI & GenAI stacks.
- **Capacity:** engagements & managed clients per engineer; scale by expert staff & tools.

Delivery workflow

Stage	Activity	Metric
Discover	Assess data	Scope
Engineer	Pipelines	Quality
Model	Analytics/ML/AI	Accuracy/value
Deploy	MLOps	Reliability
Manage	Retainer	Recurring

9. Regulatory, Licences & Compliance (India)

- **Data governance & protection:** DPDP (India), GDPR (EU data); data-security, consent & governance for client data.
- **Responsible AI:** model governance, bias/ethics, transparency; IP ownership of models/solutions.
- **Contracts:** MSA/SOW, IP/work-for-hire, DPA & NDA; cloud/tool licensing.
- **Business & tax:** LLP/Pvt Ltd; DPIIT (if productising); PAN/TAN; GST (export zero-rated LUT); Udyam.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Data-AI Head	1	1	1
Data engineers	2	5	9
Data scientists / ML engineers	2	5	9
BI analysts	1	2	4
Sales & admin	1	2	3
Total	7	15	26

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Team, tools, partnerships, first clients
Launch	Month 2-4	First data/AI projects delivered
Traction	Month 4-9	Managed-data/MLOps retainers build; break-even nears
Scale	Year 2	Bigger accounts; GenAI; niche; export
Growth	Year 3	Strong recurring managed-data base

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. High-value expertise services + recurring managed-data; asset-light.

12.1 Project cost & means of finance

Capital requirement	₹
Office & workstations	4,00,000
Cloud, data & ML/AI tools	4,50,000
Certifications, partner & branding	3,00,000
Working-capital buffer	6,50,000
Total project cost	18,00,000
Promoter contribution	6,50,000
Term/WC loan (Mudra / CGTMSE)	11,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
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Data/AI projects	34,00,000	60,00,000	82,00,000
Managed data, MLOps & advisory retainers	12,00,000	40,00,000	68,00,000
AI products / other	4,00,000	8,00,000	10,00,000
Total revenue	50,00,000	1,08,00,000	1,60,00,000
Data/AI staff salaries	31,00,000	64,00,000	92,00,000
Cloud, tools & platforms	6,00,000	13,00,000	20,00,000
Office & overheads	4,00,000	8,00,000	11,00,000
Sales, marketing & admin	4,00,000	8,00,000	12,00,000
Interest on loan	1,15,000	90,000	55,000
Total expenses	46,15,000	93,90,000	1,35,55,000
Net profit (before tax)	3,85,000	14,10,000	24,45,000
Net margin	7.7%	13.1%	15.3%

12.3 Unit economics & break-even

- **Per engagement:** fee – (expert-time + cloud/tools + overhead); scarce data/AI expertise commands premium rates.
- **Recurring:** managed-data/MLOps & advisory retainers give predictability; utilisation drives margin.
- **Break-even:** reached around month 6–9 as projects & retainers build.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	6,50,000	5,40,000	5,20,000	5,60,000
Collections	9,00,000	12,00,000	14,00,000	15,00,000
Operating outflows	9,80,000	11,90,000	13,30,000	14,00,000
Loan EMI	30,000	30,000	30,000	30,000
Closing balance	5,40,000	5,20,000	5,60,000	6,30,000

Projects give lumpier cash; managed-data/MLOps retainers give steady MRR. The buffer covers the ramp; recurring managed-data & the GenAI wave stabilise & compound cash. Scarce-skill staff are the main cost.

12.5 Key Performance Indicators to Monitor

- **Pipeline:** data/AI projects; win rate.
- **Recurring:** managed-data/MLOps MRR; retention.
- **Value:** business value/ROI delivered; model performance.
- **Economics:** realisation rate; utilisation; margin.

13. Funding Requirement & Bankability

Total ask: **₹11.5 lakh term/WC finance** against ₹6.5 lakh promoter contribution — asset-light, funding tools & working capital; eligible under **PMMY (Mudra)/CGTMSE** (or angel/DPIIT if productising IP). Year-1 net profit ~₹3.85 lakh against modest debt service gives a sound DSCR; premium rates, the AI wave & recurring managed-data underpin bankability.

13.1 Funding utilisation

Use of funds	₹	% of total
Working-capital buffer	6,50,000	36%
Cloud, data & ML/AI tools	4,50,000	25%
Office & workstations	4,00,000	22%
Certifications, partner & branding	3,00,000	17%
Total	18,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Talent scarcity/attrition	Upskilling, growth & competitive pay; retention; niche
Delivery/model-value risk	Governance, QA, realistic scoping, measurable outcomes
Data-governance/privacy	DPDP/GDPR, security, consent, responsible-AI
Project lumpiness	Managed-data/MLOps retainers; recurring conversion
Fast tech change (GenAI)	Continuous learning; adopt new stacks; adaptability

15. SWOT Analysis

Strengths Booming demand; premium rates; recurring managed-data; GenAI wave; export & IP upside.	Weaknesses Talent-scarce & expensive; delivery/value risk; project-lumpy early; fast tech change.
Opportunities AI/GenAI adoption; data modernisation; MLOps/managed-data; niche & export; AI products.	Threats Talent poaching; big firms; commoditising AI tools; rate pressure.

16. Recommended AiSevak Tools for This Business

This data/AI consultancy would use AiSevak's IT & Tech vertical tools in delivery:

- **Delivery ops:** engagement/project-tracking, managed-data/MLOps, model-governance and retainer-billing tools.
- **Compliance & contracts:** DPDP/GDPR-data, responsible-AI, MSA/SOW/IP and GST(LUT) tools (with Legal & Finance verticals).

- **Practice:** Business Plan, per-engagement & recurring economics and Break-even tools to model the consultancy.

17. Key Assumptions & Notes

- High-value expertise (data/ML/AI/GenAI) + recurring managed-data/MLOps; premium rates.
- Recurring managed-data grows over Years 1–3; export work earns forex & is GST zero-rated (LUT); optional AI-product IP upside.
- Term/WC finance ~11% p.a. (or angel/DPIIT if productising); DPDP/GDPR & responsible-AI governance.
- Expertise, delivery/value, recurring managed-data & retention are decisive; figures exclude GST.

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